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NATIONAL PLAN A CRUISE MONTH KICKS OFF #CRUISESMILE: A CHANCE TO WIN ONE OF 31 AMAZING CRUISE VACATIONS

Sweepstakes Prizes Include Cruises to the South Pacific, Caribbean, Southeast Asia, Europe and More!

(WASHINGTON, DC, October 1, 2015) – October is National Plan a Cruise Month and the cruise industry is celebrating by launching #CruiseSmile, a simple and exciting chance to win one of 31 cruise vacations from 23 different cruise lines awarded each day, from October 1 through October 31, 2015. Anyone can enter each day during the sweepstakes by simply submitting a photo featuring a 'cruise smile' at CruiseSmile.org, or posting their 'cruise smile' on Twitter or Instagram using #CruiseSmile and #Sweepstakes. Participants will have the opportunity to share their posts for more chances to win.



"Those who cruise have a secret: they love cruising and cannot stop smiling about it. Whether it's planning, booking, dreaming about or basking in the memories of taking a cruise vacation, it's hard not to smile," said Cindy D'Aoust, Acting CEO, Cruise Lines International Association (CLIA). "The #CruiseSmile campaign is a fun way for the cruise industry to spread the love of cruising during National Plan a Cruise Month as well give vacation dreamers the chance to win a remarkable cruise vacation for two."

The #CruiseSmile sweepstakes prize calendar is filled with incredible cruise vacations for two, including a seven-night luxury voyage to Tahiti and the Society Islands in the South Pacific, an eight-day European river

cruise on the Seine River from Paris, a magical family-friendly three-night Bahamian voyage at sea and even a 14-day Far-East Discovery cruise visiting exotic ports throughout Southeast Asia.

How to Enter #CruiseSmile

Step 1: Beginning on September 23, 2015, simply upload a #CruiseSmile photo to www.CruiseSmile.org and share the #CruiseSmile entry with friends.

Step 2: Enter for more chances to win by posting a #CruiseSmile photo directly to Twitter or

Instagram, use #CruiseSmile and #Sweepstakes.

Step 3: Share your #CruiseSmile with friends to gain more entries into the sweepstakes.

Step 4: Come back to www.CruiseSmile.org each day to enter for a chance to win and discover the

daily cruise vacation sweepstakes prize.

Step 5: Follow the #CruiseSmile campaign on social channels for the latest information each day – On

Twitter and Instagram: @CruiseSmile, On Facebook: Facebook.com/CruiseSmile

Contest entries do not roll over and entrants must upload a new photo each day to be eligible for each day's prize. The sweepstakes is open to entrants 13 years of age or older. If a minor is selected, a guardian age 21 or over must accept the prize on their behalf. Winners will be selected at random each day in October and some blackout dates apply and are determined by cruise lines.

Participating Cruise Lines

From luxury yachts and modern ocean cruise liners to river and paddlewheeler cruises, an impressive list of the industry's cruise line companies and brands are participating in the #CruiseSmile sweepstakes giveaways, including:

AmaWaterways Oceania Cruises
American Cruise Lines Paul Gauguin Cruises
Avalon Waterways Pearl Seas Cruises

Carnival Cruise Line PONANT

Celebrity Cruises Princess Cruises

CroisiEurope River Cruises America Regent Seven Seas Cruises
Crystal Cruises Royal Caribbean International

Cunard Seabourn
Disney Cruise Line Tauck

Holland America Line Uniworld Boutique River Cruise Collection

MSC Cruises Windstar Cruises

Norwegian Cruise Line

National Plan a Cruise Month

The #CruiseSmile initiative is part of *National Plan a Cruise Month*, a multi-dimensional campaign created by CLIA and the cruise industry to help everyone fall in love with cruising by featuring unprecedented cruise vacation offers – from chances to win dream cruise vacations each day of the month and discovering new cruises and destinations to receiving the best cruise deals and promotions.

"National Plan a Cruise Month puts cruise vacations in the spotlight helping travelers discover all the incredible experiences that a cruise vacation offers," said D'Aoust.

About Cruise Lines International Association (CLIA) - One Industry, One Voice

Celebrating its 40th Anniversary in 2015, Cruise Lines International Association (CLIA) is the unified voice and leading authority of the global cruise community. As the largest cruise industry trade association with 15 offices globally, CLIA has representation in North and South America, Europe, Asia and Australasia. CLIA's mission is to support policies and practices that foster a safe, secure and healthy cruise ship environment for the more than 23 million passengers who cruise annually, as well as to promote the value, desirability and affordability of the cruise vacation experience. Members are comprised of the world's most prestigious ocean, river and specialty cruise lines; a highly trained and certified travel agent community; and cruise line suppliers and partners, including ports & destinations, ship development, suppliers and business services, committed to the sustained success of the cruise industry. For more information on CLIA, the cruise industry, and CLIA-member cruise lines and travel agencies, visit www.cruising.org or www.cruiseforward.org or follow Cruise Lines International Association's on the CLIA Facebook and Twitter fan pages.